VTA On-Board Survey 2013

Management Summary Report

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Introduction

This report details the findings of an onboard survey of VTA bus and light rail riders. The fieldwork on this study was conducted from September 18, 2013, through November 21, 2013. A pre-test was conducted before the start of full fieldwork, on August 30, 2013. Surveys collected included 205 surveys among ACE Shuttle riders, which are not included in this report. In total, 9,654 completed questionnaires were collected and tabulated, of which 9,449 surveys (collected on VTA bus and light rail routes other than ACE shuttles) are reported on herein.

Key objectives of the survey include:

- Reporting trip characteristics such as: origin/destination, usage of VTA, fare category, trip purpose, access/egress, vehicle access, etc.
- Providing a current user profile of VTA riders, with particular emphasis on areas of particular interest under Title VI, including race/ethnicity, income, household size, home ZIP Code, and English language proficiency.
- Assessing rider satisfaction with VTA overall, as well as their rating of 5 other specific service characteristics.

This report includes an Executive Summary, which highlights the most salient results, followed by a Detailed Results section that provides data on each question asked in the survey. There are two additional sections – one which reviews salient details of the results by Route Type, and another which compares this study's results to those of the previous on-board survey in 2005-2006. Several other items, such as verbatim final comments and statistical tables, are provided under separate cover.

Please note that the percentages included in this report may not add to 100% due to statistical rounding.

Questions regarding this project may be directed to: Julia Jones, Julia.Jones@vta.org.

Methodology and Response Rate

The survey was conducted as an onboard self-administered questionnaire distributed to VTA riders. Surveyors boarded pre-selected routes and attempted to distribute questionnaires to all passengers on the bus. Completed surveys were collected by these surveyors (who stayed onboard during the bus route).

Specific steps were taken to ensure the highest possible response rate. This include: using professional/experienced onboard surveyors on the project, printing the questionnaire in English, Spanish, Chinese, and Vietnamese; offering an option to complete the survey online (either by typing in the URL or scanning the QR Code on the survey); providing a telephone option for those whose language was not covered by one of the printed or online surveys, and/or who have literacy or vision issues; and providing a mail-back option for persons who did not have time to complete the survey onboard.

The overall response was very high for a system-wide bus survey of this type. These results represent a 54% Response Rate. This is calculated by dividing the total number of completes (9,654) by all eligible passengers riding on the sampled buses (17,905). *(Note: "all eligible passengers" includes everyone except: children under 13, riders who had already participated, and those who were sleeping on the bus.)*

Please see the appendix for additional details on distribution procedures and response rate information.

The bulk of the surveying was conducted between the hours of 6:00 AM and 10:00 PM. Specific routes were selected for each surveyor to ensure that interviewing on specific routes was conducted during different times of the day. Surveyors returned completed questionnaires to Corey, Canapary & Galanis' office following the completion of the fieldwork. Editing, coding and inputting were done in-house once the questionnaires were returned.

Surveying was conducted so that surveys were collected proportionally during the seven time periods used by VTA:
AM Peak (Weekdays 5 am to 9 am)
Midday (Weekdays 9 am to 3 pm)
PM Peak (Weekdays 3 pm to 7 pm)
Offpeak (Weekdays 7 pm to 5 am)
Weekend AM (Sat/Sun from 5 am to 9 am)
Weekend Base (Sat/Sun from 9 am to 6 pm)
Weekend PM (Sat/Sun from 6 pm to 5 am)

Sampling
In total, 9,654 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.00% (at the 95% confidence level), and among the system-wide results reported here (among primary VTA bus/rail lines only, without ACE Shuttle riders), this results in a margin of error of +/- 1.01% (at the 95% confidence level). The sampling on the study was designed to achieve a cross section of riders based on route, route type, time period, and geography.

Each shift was assigned to allow a surveyor to cover multiple scheduled runs on selected routes. Depending on the route, two to ten full runs were covered in each allocated shift. On longer routes, such as the 22 or 522, fewer runs were usually covered. However, some partial runs were also scheduled to avoid over-sampling riders at the beginning and ending of a route. (The Technical Memo provides more detail on the sampling vs. actual results.)

Executive Summary

Satisfaction

Riders are very happy with VTA service:

- When asked to rate VTA's service overall on a 5-point scale (5 being the best), 79% rated the service overall a "4" or "5," for an average rating of 4.08.
- Ratings for various aspects of VTA service were also highly rated – personal safety/security (4.15), frequency of service (4.05), quality of stops/stations (4.04), on-time performance (3.94), and vehicle cleanliness (3.89).

Access/Egress

To reach the VTA vehicle where they were surveyed:

- 51% walked all the way to the stop/station where they boarded;
- Another 37% transferred from either another VTA vehicle or another transit system.
- In addition, 6% reached the VTA vehicle by bicycle, 5% drove alone and parked, and 5% carpooled or were dropped off. (Riders could provide multiple responses except for the selection of 'walking all the way').

To reach their final destination after exiting the VTA vehicle where surveyed:

- 58% said they would walk all the way to their final destination;
- Another 33% said they would transfer to either another VTA vehicle or another transit system.
- In addition, 5% were reaching their final destination via bicycle, 2% were going to drive alone, and 3% were going to carpool or be picked up. (Riders could provide multiple responses except for the selection of 'walking all the way').

Transferring To/From VTA and Other Systems

Riders often use multiple VTA vehicles, or access VTA as just one segment of their trip:

- When asked, 37% say they transferred from another transit route (either another VTA route or another system) before reaching the VTA vehicle where they received the survey.
- In most cases (84%), the rider transferred from another VTA vehicle.
- A number of riders also transferred from Caltrain (9%), BART (5%), and SamTrans (1%). Overall, riders cited 10 different systems which connected them to VTA.
- Similarly, 34% said they were planning to transfer *to* another vehicle after disembarking from the VTA vehicle where they received the survey.
- As a result, many riders use multiple VTA vehicles – 28% of riders say they ride 4 or more VTA vehicles in one full day.

Tenure/Frequency of VTA System Use

Although VTA has a significant portion of riders who have used the system for awhile, there are a number of newer riders.

- Among all riders, 41% have been using VTA for 5 or more years.
- However, 25% of riders have been using VTA for less than one year – including 2% surveyed who were visitors or first-time users.
- Three-fourths of riders use the system heavily – with 33% using VTA 6 or more days a week, and another 42% using VTA 4 to 5 days per week.

Clipper Use

- When asked, 57% indicated they do not use Clipper for VTA trips.
- The most common reasons for not using Clipper were having an EcoPass (36%), and not using the service enough (13%).
- However, there seems to be room for outreach/encouragement to boost Clipper use – 12% said they don't have one/haven't bought one yet, while another 8% said they didn't know they could get one or how it works. (Multiple responses were permitted.)

Rider Demographics

- The average VTA rider lives in a household of 3 to 4 people, and the household earns an average of $42,802 per year.
- VTA serves a diverse ridership. Nearly three-fourths (74%) are non-white, while 23% are white (only), and 4% are mixed white/non-white.
- When asked how well they speak English, 28% of riders say they speak it less than Very Well. When asked what languages are spoken in the home, these riders most commonly responded Spanish (46%), Chinese (19%), Vietnamese (10%), Tagalog (8%), Hindi (3%), Korean (2%), and Japanese (2%).

Detailed Results by Question

Starting Point

Q1. Where did you begin this trip? Q1c. What is the starting point?

Most riders began their surveyed trip from home, work, or school.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Home	58	58	58
Work	14	14	16
School/school related (e.g. field trip)	13	14	10
Personal Errand	5	5	5
Social/recreation/entertainment	4	4	6
Shopping trip	3	3	3
Medical appointment	1	2	1
Airport trip	<1	<1	<1
Business-related event/meeting	<1	<1	<1
"Going home"	<1	<1	-
Other (unspecified)	1	1	1
	100	100	100
Blank (#)	670	559	111

(See Table 1)

Destination

Q2. Where will you end this trip? Q2c. What is the destination?

While home, work, and school were the most common destinations, other destinations, such as a personal errand, recreation, and shopping, were mentioned more often as a destination than as an origin.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Home	31	31	30
Work	25	25	25
School/school related (e.g. field trip)	19	19	20
Personal errand	8	8	7
Social/recreation/entertainment	8	7	11
Shopping trip	6	6	5
Medical appointment	3	3	1
Business-related meeting/event	<1	<1	<1
Airport trip	<1	<1	<1
"Going home"	<1	<1	-
Other (unspecified)	1	1	<1
	100	100	100
Blank (#)	819	691	128

(See Table 2)

Getting to VTA

Q3A. How did you get from your starting point to this VTA vehicle? (Multiple responses accepted)

About half of all riders (51%) walkd to reach their starting point, while 37% said they transferred from another transit route.

While 6% of riders overall biked and 5% drove alone and parked, among Light Rail riders, 10% said they biked to reach the surveyed route and 12% said they drove alone and parked.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Walked all the way*	51	52	45
Transfer to/from transit	37	38	30
Bike	6	5	10
Drove alone and park	5	3	12
Carpool/dropped off	5	4	7
Scooter/skateboard	1	1	1
Wheelchair	<1	<1	-
Cab/taxi	<1	<1	-
Other (unspecified)	<1	<1	<1
	100	100	100
Blank (#)	133	118	15

*While this is a multiple-response question, the response "Walked all the way," by its very definition, is a single response. If a respondent checked this response and any other (pre-printed or written in), then 'walked all the way' was cleaned from the answer.

(See Table 3)

Getting to Final Destination

Q3B. How will you get to your final destination after you exit this vehicle? (Multiple responses accepted)

In order to reach their final destination, just over half of all riders (58%) said they would walk all the way after exiting their current VTA route, while another one-third (33%) said they would transfer to another public transit route.

Rail passengers were nearly twice as likely to say they would bicycle to their final destination (9%) as riders overall (5%). They were also about twice as likely to say they would drive alone and park (5%) as riders overall (2%)

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Walk all the way*	58	59	56
Transfer to/from transit	33	34	28
Bike	5	4	9
Carpool/pick up	3	2	4
Drive alone and park	2	2	5
Scooter/skateboard	1	1	1
Wheelchair	<1	<1	-
Cab/taxi	<1	<1	<1
Limo	<1	<1	-
Other (unspecified)	<1	<1	<1
	100	100	100
Blank (#)	170	158	12

*While this is a multiple-response question, the response "Walked all the way," by its very definition, is a single response. If a respondent checked this response and any other (pre-printed or written in), then 'walked all the way' was cleaned from the answer.

(See Table 4)

Transferring from Other Transit

Q4A. Did you transfer from another transit route to this one?

Over one-third (37%) of VTA riders said they transferred from another transit route to the VTA route on which they were surveyed. Light Rail riders were less likely (30%) to say they transferred from another route than bus riders (39%).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
No	63	62	70
Yes	37	39	30
	100	100	100
Blank (#)	181	147	34

(See Table 5)

Transferring From Other Transit – Systems Transferred From

Q4ART. (If transferred FROM another transit system) Type of service transferred from (Multiple responses accepted)

Among those who transferred, 84% said they transferred from another VTA route.

However, the remaining transferees listed more than 10 different transit systems they transferred from before reaching their VTA route. This underscores VTA's important role as a key portion of the transit system network in Northern California.

After VTA, the systems most commonly transferred from were Caltrain (9%) and BART (5%).

	TOTAL	All Buses	Light Rail
Base – Transferred from other transit route	3423	2870	553
	(%)	(%)	(%)
Another VTA Route	84	84	84
Caltrain	9	9	12
BART	5	5	3
SamTrans	1	1	1
ACE	1	1	1
AC Transit	<1	<1	<1
Company/work shuttle (not specified)	<1	<1	<1
Stanford Marguerite Shuttle	<1	<1	-
Amtrak	<1	<1	<1
Santa Cruz Metro/Santa Cruz Transit	<1	<1	<1
Airport/airplane	<1	<1	<1
San Benito County Express	<1	<1	-
Paratransit	<1	-	<1
Private/chartered bus/tour bus	<1	<1	-
St. Louise Hospital Shuttle	<1	<1	-
Other (unspecified)	1	1	<1
Blank (#)	931	766	165

(See Table 6)

Transferring To Other Transit

Q4B. Will you transfer to another transit route after getting off this vehicle?*

Slightly more than one-third (34%) of VTA riders said they will transfer to another transit vehicle after exiting their existing one, before reaching their final destination. Bus riders were more likely to transfer to another transit route (35%) than Light Rail riders (29%).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
No	66	65	71
Yes	34	35	29
	100	100	100
Blank (#)	401	318	83

(See Table 7)

Transferring To Other Transit – Systems Will Be Transferring To

Q4BRT. (If will be transferring) Type of service will transfer to (Multiple responses accepted)

Among those who will transfer to another transit route, 84% will transfer to another VTA route. However, 9% will transfer to Caltrain, 5% will transfer to BART, and the remaining riders will transfer to any of 11 other transit systems/providers.

	TOTAL	All Buses	Light Rail
Base – Will transfer to another transit route	3039	2530	509
	(%)	(%)	(%)
Another VTA Route	84	84	85
Caltrain	9	8	9
BART	5	5	2
ACE	1	1	1
AC Transit	1	1	1
SamTrans	1	1	-
Stanford Marguerite Shuttle	<1	1	-
Amtrak	<1	<1	1
Airport/airplane	<1	<1	1
Muni	<1	<1	<1
San Benito County Express	<1	<1	-
Monterey-Salinas Transit	<1	<1	-
Private/chartered bus/tour bus	<1	<1	-
Santa Cruz Metro/Santa Cruz Transit	<1	<1	-
EPA Shuttle	<1	<1	-
Megabus	<1	-	<1
Other (unspecified)	1	1	1
Blank (#)	1031	851	180

(See Table 8)

Fare Payment

Q5. How did you pay your fare?

Three quarters of all VTA riders used an EcoPass or college/university pass, cash, or a monthly pass on Clipper to pay their fare. Overall, at the time of the survey, about 36% were using some sort of Clipper-based fare payment. *(Note: This will likely increase, as EcoPasses were loaded on Clipper beginning January 1, 2014.)*

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Eco Pass or College/University Pass	25	23	34
Cash	25	25	23
Monthly Pass on Clipper	24	26	17
Cash value on Clipper	11	10	11
Day Pass (paper)	6	5	6
Monthly Flash Pass or Sticker (paper)	5	5	4
Uplift Pass (paper)	1	2	1
Caltrain Pass on Clipper	1	1	1
Outreach Card	1	1	<1
Clipper (unspecified)	1	1	1
Day Pass Token	1	1	1
Transfer (paper/cash)	<1	<1	<1
Light rail excursion ticket (paper)	<1	<1	1
Free/did not pay (reason unspecified)	<1	<1	<1
Other cash/paper (unspecified)	<1	<1	<1
Free shuttle	<1	<1	-
VTA employee/retiree/dependent pass	<1	<1	<1
ACE Monthly pass	<1	<1	<1
RTC Sticker/card	<1	<1	<1
IHSS Public Authority Independent Provider Pass	<1	<1	-
Santa Cruz Metro Pass	<1	<1	<1
County employee	<1	<1	<1
Military ID	<1	<1	<1
	100	100	100
Blank (#)	818	636	182

(See Table 9)

Fare Category

Q6. What type of fare did you pay for this trip?

Nearly three-fourths of riders (74%) pay an adult fare, with another 10% using a youth fare, 7% paying a senior fare, and 6% paying a disabled/Medicare cardholder fare.

Light Rail has a higher share of riders paying adult fares (82%), but slightly lower percentages of youth, senior, and disabled/Medicare cardholder fares.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Adult	74	73	82
Youth (5-17 years old)	10	11	7
Senior (65+)	7	7	4
Disabled/Medicare Cardholder	6	6	4
Outreach ID Card	2	2	1
Student/university pass (category not specified)	1	1	3
Other (not specified)	1	<1	1
	100	100	100
Blank (#)	592	470	122

(See Table 10)

Satisfaction – Frequency of Service

Q7A. Please rate the following features of VTA services . . . Frequency of Service.

Overall, riders gave the frequency of service an average score of 4.05 (out of 5.00), which is relatively high.

Light Rail riders rated this more highly (4.12) than bus riders (4.03).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Excellent (5)	39	39	41
(4)	37	37	37
(3)	17	17	16
(2)	5	5	4
Poor (1)	2	2	2
	100	100	100
Mean (Average) Rating (out of 5.00)	4.05	4.03	4.12
Blank (#)	514	444	70

(See Table 11)

Satisfaction – On-Time Performance

Q7B. Please rate the following features of VTA services . . . On-time performance.

Bus riders rated on-time performance 3.90, much lower than Light Rail riders, who provided a 4.13 rating. Much of this difference is attributable to 41% of Light Rail riders giving on-time performance a "5" (Excellent – the highest rating possible).

Overall, VTA riders gave on-time performance an average rating of 3.94.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Excellent (5)	34	32	41
(4)	38	38	39
(3)	20	22	14
(2)	6	6	5
Poor (1)	3	3	2
	100	100	100
Mean (Average) Rating (out of 5.00)	3.94	3.90	4.13
Blank (#)	651	560	91

(See Table 12)

Satisfaction – Personal Security/Safety

Q7C. Please rate the following features of VTA services . . . Personal security/safety.

Bus riders rated their personal security/safety more highly (4.20) than Light Rail riders (3.97). In fact, nearly half of bus riders (46%) rated personal security/safety a "5" (Excellent – the highest possible rating).

This resulted in an overall rating, among all riders, of 4.15.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Excellent (5)	44	46	36
(4)	35	34	36
(3)	16	15	20
(2)	4	3	5
Poor (1)	2	2	3
	100	100	100
Mean (Average) Rating (out of 5.00)	4.15	4.20	3.97
Blank (#)	785	669	116

(See Table 13)

Satisfaction – Vehicle Cleanliness

Q7D. Please rate the following features of VTA services . . . vehicles cleanliness.

Bus riders rated vehicle cleanliness more highly (3.93) than Light Rail riders (3.72).

Overall, VTA riders rated vehicle cleanliness 3.89 (out of 5.00).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Excellent (5)	33	35	26
(4)	36	36	36
(3)	21	20	26
(2)	7	6	9
Poor (1)	3	3	4
	100	100	100
Mean (Average) Rating (out of 5.00)	3.89	3.93	3.72
Blank (#)	692	591	101

(See Table 14)

Satisfaction – Quality of Stops/Stations

Q7E. Please rate the following features of VTA services . . . quality of stops/stations.

Overall, riders rated the quality of stops/stations 4.04 (out of 5.00). Light Rail riders rated the quality of stops/stations only slightly more highly than bus riders.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Excellent (5)	38	38	39
(4)	36	36	38
(3)	18	19	17
(2)	5	5	4
Poor (1)	2	2	2
	100	100	100
Mean (Average) Rating (out of 5.00)	4.04	4.03	4.09
Blank (#)	732	636	96

(See Table 15)

Satisfaction – Overall Experience

Q7F. Please rate the following features of VTA services . . . Overall Experience.

Riders overall rate their overall experience on VTA 4.08 (out of 5.00). This rating is nearly the same among bus and Light Rail riders.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Excellent (5)	34	34	33
(4)	45	45	48
(3)	17	18	16
(2)	3	3	3
Poor (1)	1	1	1
	100	100	100
Mean (Average) Rating (out of 5.00)	4.08	4.08	4.09
Blank (#)	830	709	121

(See Table 16)

Length of VTA Ridership

Q8. How long have you been using VTA transit?

Nearly one-fourth of VTA riders (25%) have been using VTA less than one year. This is slightly higher among Light Rail riders (30%)* than among bus riders (24%).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
5 or more years	41	43	35
1 to 4 years	34	33	35
Less than 1 year	23	22	26
Visitor – First Time User	2	2	3
	100	100	100
Blank (#)	141	107	34

(See Table 17)

*Light Rail – Less than 1 year = 26.4%, while Visitor – First time user = 3.4%.

Frequency of Riding VTA

Q9. How often do you typically ride VTA?

Three quarters of VTA riders (75%) use the service at least 4 days per week.

Light Rail riders are more likely to be casual users of VTA than bus riders, with 17% of Light Rail riders using VTA one day per week or less (compared to 9% of bus riders).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
6 or more days/week	33	34	27
4 to 5 days/week	42	42	41
2 to 3 days/week	15	15	15
1 day/week	3	3	4
1 to 3 times/month	4	4	7
Less than once a month	3	3	6
	100	100	100
Blank (#)	235	184	51

(See Table 18)

Number of VTA Vehicles Per Day

Q10. When using VTA, about how many VTA vehicles do you ride in one full day?

Nearly half of all riders (45%) typically use 2 VTA vehicles per day.

However, more than a quarter (27%) of riders typically use 4 or more VTA vehicles per day. Among Core Bus riders, this is at its highest – with 32% typically using 4 or more VTA vehicles per day.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
1 vehicle	13	13	16
2 vehicles	45	44	50
3 vehicles	14	14	11
4 vehicles	20	21	18
5 vehicles	3	3	2
6 or more vehicles	5	5	3
	100	100	100
Blank (#)	264	208	56

(See Table 19)

Gender

Q11. Gender

Overall, 55% of riders are men. A higher proportion of men are seen on Light Rail (60%) and Limited (75%) routes.

A more even distribution of men and women are seen on Community routes (50% female).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Male	55	54	60
Female	45	46	39
Other	<1	<1	1
	100	100	100
Blank (#)	491	410	81

(See Table 20)

Race/Ethnicity

Q12. Race/Ethnicity (Multiple Responses Accepted)

VTA serves a diverse ridership. Overall, 74% of respondents are non-white (only), while 23% are white only. (The remaining respondents are mixed white/non-white.)

Diversity varies by route and route type. For example, 36% of Light Rail riders are white, and 32% of Light Rail riders are white only, with 64% of Light Rail riders identifying as non-white (only). By contrast, 79% of Core route riders are non-white (only), and 18% of Core route riders are white (only).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Hispanic/Latino	36	38	26
Asian	29	29	28
White	26	24	36
Black/African American	10	10	10
Native Hawaiian or Pacific Islander	2	2	3
Native Indian or Alaska Native	2	2	2
Other (not specified)	1	1	1
Indian (unspecified)	<1	<1	<1
Middle Eastern/Med./Persian/ North African	<1	<1	<1
Mixed (unspecified)	<1	<1	<1
Southeast Asian/E. Indian/ Asian Indian	<1	<1	<1
Blank (#)	405	324	81 (See Table 21)

Age

Q13. AGE

The average age of teen and adult VTA riders* is 34.3 years.

By route type, Light Rail riders have the youngest average age, of 33.1 years, while Limited route riders, at 39.5 years, are among the oldest.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
13 and under*	<1	<1	<1
14 to 17	8	9	5
18 to 24	31	31	33
25 to 34	21	19	26
35 to 44	12	12	13
45 to 54	12	12	11
55 to 64	10	10	7
65 or older	6	7	4
	100	100	100
Average Age (# years)*	34.3	34.6	33.1
Blank (#)	837	703	134

(See Table 22)

*Since only those appearing to be 13 years of age and older were approached for the survey, those age 13 and younger are most likely under-represented when viewing VTA riders as a whole.

Annual Household Income

Household Income

The average VTA rider has a household income of $42,802.

Express Route riders have the highest average income, of $82,357, while Core route riders have the lowest average income, at $33,167.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Under $15,000	39	41	30
$15,000 to $24,999	16	17	12
$25,000 to $34,999	10	10	8
$35,000 to $49,999	9	9	9
$50,000 to $99,999	15	14	21
$100,000 to $149,999	7	6	11
$150,000 to $199,999	2	2	4
$200,000 and above	2	2	4
	100	100	100
Average Income ($)	$42,802	$38,926	$58,277
Blank (#)	1726	1419	307

(See Table 23)

Household Size

Q15. How many people live in your household?

VTA riders overall have an average household size of 3.4 people.

Notably, this average household size is fairly similar across most route types, which mostly range from 3.2 to 3.5 people. The exception is Limited Route riders, with an average household size of 2.8.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
1 person	16	16	15
2 people	22	21	23
3 people	19	19	19
4 people	20	20	20
5 people	12	12	11
6+ people [7]	13	13	12
	100	100	100
Average # People/Household	3.4	3.4	3.4
Blank (#)	666	539	127

(See Table 24)

English Proficiency

Q16. How well do you speak English?

Overall, nearly three quarters (72%) of VTA riders say they speak English very well. By route type, Light Rail riders are most likely to say they speak English very well (82%), while Local Route riders are the least likely (68%).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Very Well	72	70	82
Well	17	18	13
Not well	8	9	4
Not at All	2	2	1
Less than Very Well (no response to this question, but indicated language in Q16A)	2	2	1
	100	100	100
Blank (#)	420	340	80

(See Table 25)

Languages Spoken in The Home

Q16A. (If speak English less than Very Well) Language(s) spoken in the home (Multiple responses accepted)

Among those who speak English less than very well, Spanish is the most common language spoken in the home (46%). This is followed by Chinese, Vietnamese, and Tagalog.

Spanish is the most common language spoken in the home among Light Rail, Community, Local, and Core riders. Limited riders are nearly evenly split among Spanish, Chinese, and Hindi. Chinese is the most common language among Express riders.

	TOTAL	All Buses	Light Rail
Base – Speak English less than Very Well	2533	2168	329
	(%)	(%)	(%)
Spanish	46	47	36
Chinese	19	19	18
Vietnamese	10	10	10
Tagalog	8	8	9
Hindi	3	3	5
Korean	2	2	3
Japanese	2	1	3
Tamil	1	1	4
Telugu	1	1	2
Russian	1	1	<1
Farsi	1	1	2
Kannada	1	1	<1
English	1	1	<1
Portuguese	1	1	<1
Blank (#)	572	437	99

Not a complete list – see Table 26 for a full list of all languages. Those shown above reflect 1% of respondents or more.

(See Table 26)

Vehicle Access/Number of Vehicles

Q17. Do you own or have access to a vehicle?

Nearly half of VTA riders overall (42%) own or have access to a vehicle.

By route type, this ranges from a higher share of riders with vehicle access on Express (71%) and Limited (57%) routes, to Core riders (of which only 36% have vehicle access).

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
No	58	61	45
Yes	42	39	55
	100	100	100
Blank (#)	572	476	96

(See Table 27)

Q17A. (If "YES") How many vehicles are available to you?

	TOTAL	All Buses	Light Rail
Base – Have Access to a Vehicle	3514	2616	898
	(%)	(%)	(%)
1 vehicle	57	58	54
2 vehicles	29	29	32
3 vehicles	9	9	9
4 vehicles	3	3	3
5 vehicles	1	1	1
6 or more vehicles	1	1	1
	100	100	100
Blank (#)	252	177	75

(See Table 28)

Home Location

County of Residence (Based on Q18-Home ZIP Code)

Most riders (91%) reside in Santa Clara County. Most of the remaining riders hail from Alameda, San Mateo, San Francisco, and Contra Costa counties.

By route type, however, there is some variation on home location. For example, while 100% of the Limited route riders said they reside in Santa Clara County, only 44% of Express riders come from Santa Clara County.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Santa Clara	91	91	91
Alameda	3	3	2
San Mateo	1	1	1
San Francisco	1	1	1
Contra Costa	1	1	<1
Santa Cruz	<1	<1	1
San Joaquin	<1	<1	<1
San Benito	<1	<1	<1
Monterey	<1	<1	<1
Solano	<1	<1	<1
Sonoma	<1	<1	<1
Stanislaus	<1	<1	<1
Napa	<1	<1	-
Marin	<1	-	<1
Merced	<1	-	<1
Other counties in California	1	1	2
Outside California	1	1	1
Outside the US	<1	<1	<1
	100	100	100
Blank (#)	1507	1250	257

(See Table 30)

Options if VTA Did Not Exist

Q19. If VTA transit did not exist, how would you have made this trip? (Multiple responses accepted)

VTA's presence minimizes car trips. If VTA did not exist, more than half of riders (53%) would either drive or carpool to make the surveyed trip. Another 4% either would not make the trip or were unsure how they would do so.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Carpool/get dropped off	31	31	29
Walk	29	32	19
Bike	23	23	20
Drive alone and park	22	19	36
None/wouldn't make trip	3	3	2
Paratransit	2	2	2
Other (unspecified)	1	1	1
Don't know	1	1	1
Taxi/cab	1	1	1
Caltrain	1	1	1
Blank (#)	946	796	150

Not a complete list – see Table 31 for a full list of coded responses. Those shown above reflect 1% of respondents or more.

(See Table 31)

Clipper Use

Q20. Do you typically use a Clipper Card for VTA trips?

Less than half of riders (43%) use a Clipper card for VTA trips.

Limited Route riders (50%), Core Route riders (46%), and Local Route riders (46%) are most likely to indicate they are using a Clipper card on VTA.

Light Rail riders (36%) and Express riders (38%) are least likely to be using Clipper on VTA.

	TOTAL	All Buses	Light Rail
Base – All Respondents	9449	7595	1854
	(%)	(%)	(%)
Yes	43	45	36
No	57	55	64
	100	100	100
Blank (#)	864	711	153

(See Table 32)

Clipper Use – Reasons for Non-Use

Q20A. (IF 'NO' in Q20) Why not? (Multiple responses accepted)

When asked why they are not using a Clipper card, nearly half (47%) indicated they have an EcoPass or other pass which is currently not on Clipper. (At the time of the survey, EcoPasses were not yet loaded on Clipper.)

	TOTAL	All Buses	Light Rail
Base – Do not use Clipper for VTA Trips	4858	3775	1083
	(%)	(%)	(%)
Have an EcoPass	36	34	41
Don't use the service enough/ just visiting/unnecessary/don't need	13	12	14
Don't have one/haven't bought one yet (General)	12	13	10
Didn't know I could/don't know where to get/how it works	8	8	6
Too expensive/can't afford card/ Not worth it/can't afford monthly pass	6	7	3
I have a pass (unspecified)	6	6	6
Don't want it/hard to track amount/not enough places to load/too difficult to use	3	3	2
Prefer using cash/easier/more convenient	2	2	3
Uplift/outreach pass	2	3	1
Flash Pass/GO Pass (Monthly)	1	2	1
Day pass	1	1	1
Work provides pass (unspecified)	1	1	2
Use Clipper, but not for VTA	1	1	1
Had problems/don't use any more	1	1	1
Will buy one soon/in process of	1	1	<1
Might lose it/lost card	1	1	1
Other (NA response/don't know)	8	7	8
Blank (#)	1865	1431	434

(See Table 33)

Results By Route Type

This section breaks down the survey results by type of route.

Light Rail

Routes Surveyed as Part of Light Rail

In Fall 2013, when surveying took place, riders of the following routes were surveyed in this group: 900 (Almaden to Ohlone/Chynoweth), 901 (Santa Teresa to Alum Rock), and 902 (Mountain View to Winchester).

Access/Egress

Transferring

Of the Light Rail riders surveyed, 30% transferred from another transit route. When asked which services/routes they transferred from, 84% indicated it was another VTA route – the same percentage of riders overall who transferred from another route said they transferred from another VTA route.

Satisfaction

While Light Rail riders gave higher ratings in many areas, two items – personal security/safety and vehicle cleanliness – were rated lower by Light Rail riders than by VTA riders overall.

Rating	Light Rail Riders	ALL VTA Riders
Frequency of service	4.12	4.05
On-time performance	4.13	3.94
Personal security/safety	3.97	4.15
Vehicle cleanliness	3.72	3.89
Quality of stops/stations	4.09	4.04
Overall experience	4.09	4.08

Tenure and Frequency of Riding

	Light Rail Riders	All VTA Riders		Light Rail Riders	All VTA Riders
	(%)	(%)		(%)	(%)
5 or more years	35	41	**6+ days/week**	27	33
1 to 4 years	35	34	**4-5 days/week**	41	42
Less than 1 year	26	23	**2-3 days/week**	15	15
Visitor – 1st time user	3	2	**1 day/week**	4	3
			1-3 times/month	7	4
			Less than 1/month	6	3

Number of VTA Vehicles Typically Ridden in One Full Day

Gender

Light Rail Riders	**Male 60%**	**Female 39%**	**Other 1%**
All VTA Riders	Male 55%	Female 45%	Other <1%

Race/Ethnicity

Light Rail Riders

All VTA Riders

	Light Rail Riders	All VTA Riders
Average Annual Household Income	$58,277	$42,802
Average Age	33.1	34.3
Average Household Size	3.4	3.4

English Proficiency

	Light Rail Riders	All VTA Riders
Very Well	82%	72%
Well	13%	17%
Not Well	4%	8%
Not at All	1%	2%
Less than Very Well (no response to this question, but indicated language in Q16A)	1%	2%

Vehicle Access/Number of Vehicles

	Light Rail Riders	All VTA Riders
Own/have access to a vehicle (%)	**55%**	**42%**

If VTA Did Not Exist

Top options listed by Light Rail riders:

- Drive alone and park (36%)
- Carpool/drop off (29%)
- Bike (20%)

Clipper Card Use

64% of Light Rail riders do NOT use a Clipper card for VTA trips. Among those who do NOT use a Clipper card, 41% say they have an EcoPass, 14% say they don't use the service enough, and another 10% say they don't have a Clipper card/haven't gotten one yet.

Limited Routes

Routes Surveyed as Part of the Limited Routes

In Fall 2013, when surveying took place, riders of the following routes were surveyed in this group: Routes 304, 321, 328, and 330. (Although they are limited stop routes, Route 522 and Route 323 are classified as "Core" routes.)

Access/Egress

Limited Route riders are most likely to walk to/from their VTA stop, or transfer to/from other transit.

Transferring

Of the Limited riders surveyed, 24% transferred from another transit route. This is a somewhat lower transfer rate than most other types of service.

When asked which services/routes they transferred from, all of the riders (100%) indicated it was another VTA route.

Satisfaction

Limited riders are more satisfied than riders overall with their personal security/safety and vehicle cleanliness. However, they are less satisfied than other riders overall when it comes to frequency of service, on-time performance, and VTA overall.

Rating	Limited Route Riders	ALL VTA Riders
Frequency of service	3.67	4.05
On-time performance	3.74	3.94
Personal security/safety	4.45	4.15
Vehicle cleanliness	4.15	3.89
Quality of stops/stations	4.03	4.04
Overall experience	3.86	4.08

Tenure and Frequency of Riding

	Limited Route Riders	All VTA Riders		Limited Route Riders	All VTA Riders
	(%)	(%)		(%)	(%)
5 or more years	38	41	**6+ days/week**	22	33
1 to 4 years	29	34	**4-5 days/week**	68	42
Less than 1 year	30	23	**2-3 days/week**	10	15
Visitor – 1st time user	3	2	**1 day/week**	-	3
			1-3 times/month	-	4
			Less than 1/month	-	3

Number of VTA Vehicles Typically Ridden in One Full Day

Gender

Limited Route Riders	**Male 75%**	**Female 25%**	**Other 0%**
All VTA Riders	Male 55%	Female 45%	Other <1%

Race/Ethnicity

Limited Route Riders

All VTA Riders

	Limited Route Riders	All VTA Riders
Average Annual Household Income	$75,250	$42,802
Average Age	39.5	34.3
Average Household Size	2.8	3.4

English Proficiency

	Limited Route Riders	All VTA Riders
Very Well	70%	72%
Well	21%	17%
Not Well	6%	8%
Not at All	3%	2%
Less than Very Well (no response to this question, but indicated language in Q16A)	-	2%

Vehicle Access/Number of Vehicles

	Limited Route Riders	All VTA Riders
Own/have access to a vehicle (%)	**57%**	**42%**

If VTA Did Not Exist

Top options listed by Limited Route riders:

- Drive alone and park (52%)
- Bike (27%)
- Carpool/drop off (21%)

Clipper Card Use

50% of Limited Route riders do NOT use a Clipper card for VTA trips. Among those Limited Route riders who do NOT use a Clipper card, 68% say it is because they have an EcoPass, with most other respondents saying they have some other sort of pass (Day Pass, work-provided pass unspecified, Uplift/Outreach pass, etc.).

Express Routes

Routes Surveyed as Part of the Express Routes

In Fall 2013, when surveying took place, riders of the following routes were surveyed in this group: 101, 102, 103, 104, 120, 121, 122, 140, 168, 180, 181, and 182. Route 183, listed in the 2014-15 Service Plan in the Express Route group, had been discontinued several months prior.

Access/Egress

Express Route riders tend to either walk or transfer to/from other transit to reach their VTA route. However, they are more likely than VTA riders overall to drive alone and park – with 21% using this to reach their VTA route.

Transferring

Of the Express Route riders surveyed, 36% transferred from another transit route. When asked which services/routes they transferred from, 37% indicated it was another VTA route.

By contrast, 84% of riders overall who transferred from another route said they transferred from another VTA route. One likely reason for this large difference is the fact that Route 181, which is in the Express route category, runs between Fremont BART and downtown San Jose. It is also one of only two routes in this grouping which run throughout the day, and thus, more riders use that route.

Satisfaction

Express Route riders are more satisfied about their sense of personal security/safety and the quality of stops/stations, as well as on-time performance and vehicle cleanliness, when compared with VTA riders overall. However, they rate the frequency of service lower than VTA riders in general.

Rating	Express Route Riders	ALL VTA Riders
Frequency of service	3.90	4.05
On-time performance	4.13	3.94
Personal security/safety	4.29	4.15
Vehicle cleanliness	4.16	3.89
Quality of stops/stations	4.15	4.04
Overall experience	4.15	4.08

Tenure and Frequency of Riding

	Express Route Riders	All VTA Riders		Express Route Riders	All VTA Riders
	(%)	(%)		(%)	(%)
5 or more years	29	41	**6+ days/week**	10	33
1 to 4 years	40	34	**4-5 days/week**	62	42
Less than 1 year	30	23	**2-3 days/week**	17	15
Visitor – 1st time user	2	2	**1 day/week**	4	3
			1-3 times/month	4	4
			Less than 1/month	3	3

Number of VTA Vehicles Typically Ridden in One Full Day

Gender

Express Route Riders	**Male 58%**	**Female 42%**	**Other 0%**
All VTA Riders	Male 55%	Female 45%	Other <1%

Race/Ethnicity

Express Route Riders

All VTA Riders

	Express Route Riders	All VTA Riders
Average Annual Household Income	$82,357	$42,802
Average Age	37.3	34.3
Average Household Size	3.2	3.4

English Proficiency

	Express Route Riders	All VTA Riders
Very Well	79%	72%
Well	18%	17%
Not Well	2%	8%
Not at All	-	2%
Less than Very Well (no response to this question, but indicated language in Q16A)	2%	2%

Vehicle Access/Number of Vehicles

	Express Route Riders	All VTA Riders
Own/have access to a vehicle (%)	**71%**	**42%**

If VTA Did Not Exist

Top options listed by Express Route riders:

- Drive alone and park (54%)
- Carpool/drop off (28%)
- Walk or Bike (both 6%)

Clipper Card Use

62% of Express Route riders do NOT use a Clipper card for VTA trips. Among those who do NOT use a Clipper card, 73% say it is because they have an EcoPass, with another 7% saying they don't use the service enough to justify getting a Clipper card.

Community Routes

Routes Surveyed as Part of the Community Routes

In Fall 2013, when surveying took place, riders of the following routes were surveyed in this group: 13, 14, 16, 17, 18, 19, 32, 34, 37, 39, 42, 45, 48, 49, 65, 88, and 201 (DASH Shuttle). Route 200, the holiday shuttle, was not surveyed.

Access/Egress

Community Route riders are more likely to walk or use transit than other types of riders, and less likely to drive or carpool.

Transferring

Of the Community riders surveyed, 43% transferred from another transit route. When asked which services/routes they transferred from, 79% indicated it was another VTA route.

By contrast, 84% of riders overall who transferred from another route said they transferred from another VTA route.

Satisfaction

Community Route riders rated many aspects of VTA higher than riders overall – including Overall Experience, rating it 4.23 (compared to 4.08 among all VTA riders).

Rating	Community Route Riders	ALL VTA Riders
Frequency of service	4.05	4.05
On-time performance	3.97	3.94
Personal security/safety	4.38	4.15
Vehicle cleanliness	4.22	3.89
Quality of stops/stations	4.23	4.04
Overall experience	4.23	4.08

Tenure and Frequency of Riding

	Community Route Riders	All VTA Riders		Community Route Riders	All VTA Riders
	(%)	(%)		(%)	(%)
5 or more years	39	41	**6+ days/week**	28	33
1 to 4 years	32	34	**4-5 days/week**	46	42
Less than 1 year	27	23	**2-3 days/week**	18	15
Visitor – 1st time user	2	2	**1 day/week**	3	3
			1-3 times/month	4	4
			Less than 1/month	2	3

Number of VTA Vehicles Typically Ridden in One Full Day

Gender

All Community Route Riders	**Male 50%**	**Female 50%**	**Other 0%**
All VTA Riders	Male 55%	Female 45%	Other <1%

Race/Ethnicity

Community Route Riders

All VTA Riders

	Community Route	All VTA Riders
Average Annual Household Income	$39,663	$42,802
Average Age	34.5	34.3
Average Household Size	3.5	3.4

English Proficiency

	Community Route Riders	All VTA Riders
Very Well	76%	72%
Well	14%	17%
Not Well	6%	8%
Not at All	3%	2%
Less than Very Well (no response to this question, but indicated language in Q16A)	2%	2%

Vehicle Access/Number of Vehicles

	Community Route	All VTA Riders
Own/have access to a vehicle (%)	**39%**	**42%**

If VTA Did Not Exist

Top options listed by Community Route riders:

- Walk (42%)
- Carpool/drop off (28%)
- Bike (18%)
- Drive alone and park (14%)
- Paratransit (3%)

Clipper Card Use

55% of Community Route riders do NOT use a Clipper card for VTA trips. Among those who do NOT use a Clipper card, 19% don't have one/have not bought one yet, 17% have an EcoPass, and 17% say they do not use the service enough to purchase a Clipper card.

Local Routes

Routes Surveyed as Part of the Local Routes

In Fall 2013, when surveying took place, riders of the following routes were surveyed in this group: 10, 12, 27, 31, 35, 40, 46, 47, 51, 52, 53, 54, 57, 58, 63, 81, 82, and 89.

Access/Egress

Most Local Route riders either walk or take other transit to get to and from the surveyed route.

Transferring

Of the Local Route riders surveyed, 38% transferred from another transit route. When asked which services/routes they transferred from, 83% indicated it was another VTA route.

By contrast, 84% of riders overall who transferred from another route said they transferred from another VTA route.

Satisfaction

While Local Route riders are as satisfied (or more satisfied) than VTA riders overall, they rated frequency of service lower than other riders – giving it a rating of 3.91 (compared to 4.05 overall).

Rating	Local Route Riders	ALL VTA Riders
Frequency of service	3.91	4.05
On-time performance	3.93	3.94
Personal security/safety	4.29	4.15
Vehicle cleanliness	4.11	3.89
Quality of stops/stations	4.08	4.04
Overall experience	4.10	4.08

Tenure and Frequency of Riding

	Local Route Riders	All VTA Riders		Local Route Riders	All VTA Riders
	(%)	(%)		(%)	(%)
5 or more years	39	41	**6+ days/week**	29	33
1 to 4 years	33	34	**4-5 days/week**	43	42
Less than 1 year	24	23	**2-3 days/week**	16	15
Visitor – 1st time user	3	2	**1 day/week**	3	3
			1-3 times/month	4	4
			Less than 1/month	5	3

Number of VTA Vehicles Typically Ridden in One Full Day

Gender

Local Route Riders	**Male 56%**	**Female 44%**	**Other <1%**
All VTA Riders	Male 55%	Female 45%	Other <1%

Race/Ethnicity

Local Riders

All VTA Riders

	Local Route Riders	All VTA Riders
Average Annual Household Income	$44,881	$42,802
Average Age	34.1	34.3
Average Household Size	3.4	3.4

English Proficiency

	Local Route Riders	All VTA Riders
Very Well	68%	72%
Well	19%	17%
Not Well	10%	8%
Not at All	2%	2%
Less than Very Well (no response to this question, but indicated language in Q16A)	1%	2%

Vehicle Access/Number of Vehicles

	Local Route Riders	All VTA Riders
Own/have access to a vehicle (%)	**40%**	**42%**

If VTA Did Not Exist

Top options listed by Local Route riders:

- Carpool/drop off or walk (33% each)
- Bike (24%)
- Drive alone and park (17%)

Clipper Card Use

55% of Local Route riders do NOT use a Clipper card for VTA trips. Among those who do NOT use a Clipper card, 24% have an EcoPass, 15% don't have one/haven't bought one yet, and 15% say they don't use the service enough to justify getting a Clipper card.

Core Routes

Routes Surveyed as Part of the Core Routes

In Fall 2013, when surveying took place, riders of the following routes were surveyed in this group: 22, 23, 25, 26, 55, 60, 61, 62, 64, 66, 68, 70, 71, 72, 73, 77, 323, and 522.

Access/Egress

Core Route riders tend to walk or transfer from other transit, both in reaching the surveyed bus and in reaching their final destination (after leaving the surveyed bus).

Transferring

Of the Core Route riders surveyed, 39% transferred from another transit route. When asked which services/routes they transferred from, 89% indicated it was another VTA route.

By contrast, 84% of riders overall who transferred from another route said they transferred from another VTA route.

Satisfaction

While Core Route riders gave very similar ratings to VTA riders overall, they rated on-time performance somewhat lower (3.87) than VTA riders in general (3.94).

Rating	Core Route Riders	All VTA Riders
Frequency of service	4.08	4.05
On-time performance	3.87	3.94
Personal security/safety	4.15	4.15
Vehicle cleanliness	3.83	3.89
Quality of stops/stations	3.99	4.04
Overall experience	4.06	4.08

Tenure and Frequency of Riding

	Core Route Riders	All VTA Riders		Core Route Riders	All VTA Riders
	(%)	(%)		(%)	(%)
5 or more years	45	41	**6+ days/week**	38	33
1 to 4 years	33	34	**4-5 days/week**	39	42
Less than 1 year	20	23	**2-3 days/week**	14	15
Visitor – 1st time user	2	2	**1 day/week**	3	3
			1-3 times/month	4	4
			Less than 1/month	2	3

Number of VTA Vehicles Typically Ridden in One Full Day

Gender

Core Route Riders	**Male 52%**	**Female 47%**	**Other <1%**
All VTA Riders	Male 55%	Female 45%	Other <1%

Race/Ethnicity

Core Route Riders

All VTA Riders

	Core Route Riders	All VTA Riders
Average Annual Household Income	$33,167	$42,802
Average Age	34.5	34.3
Average Household Size	3.5	3.4

English Proficiency

	Core Route Riders	All VTA Riders
Very Well	69%	72%
Well	18%	17%
Not Well	9%	8%
Not at All	2%	2%
Less than Very Well (no response to this question, but indicated language in Q16A)	2%	2%

Vehicle Access/Number of Vehicles

	Core Route Riders	All VTA Riders
Own/have access to a vehicle (%)	**36%**	**42%**

If VTA Did Not Exist

Top options listed by Core Route riders:

- Walk (33%)
- Carpool/get dropped off (31%)
- Bike (25%)
- Drive alone and park (16%)
- None/wouldn't make the trip (3%)

Clipper Card Use

54% of Core Route riders do NOT use a Clipper card for VTA trips. Among those who do NOT use a Clipper card, 33% say they have an EcoPass, 14% don't have one/haven't bought one yet, 12% say they don't use the service often enough, 9% said they didn't know they could (or didn't know how to get one/how it works), and 7% say it is too expensive/cannot afford to get a monthly pass on Clipper.

Comparison of 2013 Results to 2006 Survey

Starting Point

2013: Where did you begin this trip? What is the starting point?

As in 2006, in 2013, most trips still originated at home, work, or school.

	2013	2006
Base – All Respondents	9449	13718
	(%)	(%)
Home	58	45
Work	14	21
School/school related (e.g. field trip)	13	11
Personal Errand	5	8
Social/recreation/entertainment	4	6
Shopping trip	3	8
Medical appointment	1	2
Airport trip	<1	-
Business-related event/meeting	<1	-
"Going home"	<1	-
Other (unspecified)	1	<1
	100	100

Destination

2013: Where will you end this trip? What is the destination?

While the results for destination are similar between 2013 and 2006, school-destined trips appear to have increased, from 10% in 2006 to 19% in 2013.

	2013	2006
Base – All Respondents	9449	13718
	(%)	(%)
Home	31	37
Work	25	23
School/school related (e.g. field trip)	19	10
Personal errand	8	9
Social/recreation/entertainment	8	8
Shopping trip	6	10
Medical appointment	3	2
Business-related meeting/event	<1	-
Airport trip	<1	-
"Going home"	<1	-
Other (unspecified)	1	<1
	100	100

Getting to VTA

2013: How did you get from your starting point to this VTA vehicle? (Multiple responses accepted)

In 2013, a smaller share of those who walked all the way to reach a VTA vehicle (51%) and a larger share of those who said they transferred from another transit vehicle (37% in 2013 vs. 19% in 2006) appear to highlight differences. However, these may be more due to differences in question wording and coding (see *).

	2013	2006
Base – All Respondents	9449	13718
	(%)	(%)
Walked all the way*	51	71
Transfer to/from transit	37	19
Bike	6	3
Drive alone and park	5	4
Carpool/dropped off	5	3
Scooter/skateboard	1	-
Wheelchair	<1	1
Cab/taxi	<1	-
Other (unspecified)	<1	-

*While this is a multiple-response question, the response "Walked all the way," by its very definition, is a single response. In 2013, if a respondent checked this response and any other (pre-printed or written in), then 'walked all the way' was cleaned from the answer.

Fare Payment

2013: How did you pay your fare?

Between 2006 and 2013, Clipper cards were introduced, and several other fare changes made. The result is that, from 2006 to 2013:

- There appears to be a slight decline in monthly pass use (whether on paper or Clipper);
- Similarly, those using a Day Pass have declined; and
- Those using either an EcoPass or Cash (whether directly or on Clipper) have increased.

	2013	2006
Base – All Respondents	9449	13718
	(%)	(%)
Monthly Pass (NET)	29	38
Monthly Pass on Clipper	24	-
Monthly Flash Pass or Sticker (paper)	5	38
Eco Pass or College/University Pass	25	11
Cash (NET)	36	27
Cash	25	27
Cash value on Clipper	11	-
Day Pass (paper)	6	18
Uplift Pass (paper)	1	-
Caltrain Pass on Clipper	1	1
Outreach Card	1	1
Clipper (unspecified)	1	-
Day Pass Token	1	1
Transfer (paper/cash)	<1	-
Light rail excursion ticket (paper)	<1	-
Other cash/paper (unspecified)	<1	3
Free shuttle	<1	-
VTA employee/retiree/dependent pass	<1	-
ACE Monthly pass	<1	-
RTC Sticker/card	<1	-
IHSS Public Authority Independent Provider Pass	<1	-
Santa Cruz Metro Pass	<1	-
County employee	<1	-
Military ID	<1	-
	100	100

Fare Category

2013: What type of fare did you pay for this trip?

Between 2006 and 2013, the share of riders by fare category appears to have stayed pretty much the same. There appears to be some softening in the share of youth riders (5-17 years), and a slight increase in senior/disabled riders.

	2013	2006
Base – All Respondents	9449	13718
	(%)	(%)
Adult	74	76
Youth (5-17 years old)	10	13
Senior (65+)	7	5
Disabled/Medicare Cardholder	6	6
Outreach ID Card	2	-
Student/university pass (category not specified)	1	-
Other (not specified)	1	-
	100	100

Frequency of Riding VTA

2013: How often do you typically ride VTA?

As in 2006, in 2013, about three-fourths of riders (75%) use VTA at least 4 days per week.

There appears to be an increase in riders using VTA 4-5 days per week (from 30% to 42%), and a slightly lower share of riders using VTA 6-7 days per week (from 45% in 2006 to 33% in 2013).

	2013	2006
Base – All Respondents	9449	13718
	(%)	(%)
6 or more days/week	33	45
4 to 5 days/week	42	30
1 to 3 days/week	18	16
2 to 3 days/week	15	
1 day/week	3	
Less than 1 day/week	8	9
1 to 3 times/month	4	Less than 1 day/wk 7
Less than once a month	3	First time riding 2
	100	100

Gender

2013: Gender

The female/male split on VTA appears to be roughly the same in 2013 as it was in 2006.

	TOTAL	2006
Base – All Respondents	9449	13718
	(%)	(%)
Male	55	54
Female/Other	45	46
	100	100

Race/Ethnicity

2013: Race/Ethnicity (Multiple Responses Accepted in both 2006 and 2013)

While riders' race/ethnicity has stayed the same in many cases, a higher share of riders identify as Asian in 2013 (29%) than in 2006 (20%).

	2013	2006
Base – All Respondents	9449	13718
	(%)	(%)
Hispanic/Latino	36	37
Asian	29	20
White	26	28
Black/African American	10	10
Native Hawaiian or Pacific Islander	2	3
Native Indian or Alaska Native	2	2
Other (not specified)	1	<1
Indian (unspecified)	<1	-
Middle Eastern/Med./Persian/ North African	<1	-
Mixed (unspecified)	<1	-
Southeast Asian/E. Indian/ Asian Indian	<1	-

Age

2013: AGE – in what year were you born?

In 2013, there was a higher share of riders 18 to 24 years of age (31%, vs. 22% in 2006), and slight decreases in riders age 25 to 34 and 35 to 44.

	2013	2006
Base – All Respondents	9449	13718
	(%)	(%)
13 and under*	<1	-
14 to 17^	8	13
18 to 24	31	22
25 to 34	21	24
35 to 44	12	16
45 to 64 (NET)	21	21
45 to 54	12	-
55 to 64	10	-
65 or older	6	5
	100	100
Average Age (# years)	34.3	

*Surveys were distributed to those appearing to be at least 13 years of age (both in 2006 and 2013), so these results will under-report younger riders.

^In 2013, the categories were divided as '13 and under and '14 to 17'.

Annual Household Income

Household Income

While there are small fluctuations in annual household income, it should be noted that, over a seven-year period, inflation should be factored into any comparison.

For example, a household income of $50,000 in 2006 would be the same as $57,777.03 in 2013. (See http://www.bls.gov/data/inflation_calculator.htm).

During this same time, HHS poverty guidelines in 2006 for a family of four was $20,000, and in 2013 was $23,550. (See http://aspe.hhs.gov/poverty/figures-fed-reg.cfm).

	2013		2006
Base – All Respondents	9449		13718
	(%)		(%)
Under $50,000 (NET)	73		75
Under $15,000	39	Under $10,000	33
$15,000 to $24,999	16	$10,000-$24,999	23
$25,000 to $34,999	10	$25,000-$49,999	19
$35,000 to $49,999	9		
$50,000 to $99,999 (NET)	15		18
$50,000 to $74,999			11
$75,000 to $99,999			7
$100,000 to $149,999	7		4
$150,000 to $199,999	2		1
$200,000 and above	2		2
	100		100

Options if VTA Did Not Exist

2013: If VTA transit did not exist, how would you have made this trip? (Multiple responses accepted)

If VTA did not exist, more respondents said they would walk (29% in 2013 vs. 12% in 2006) or bike (23% in 2013 vs. 14% in 2006).

Notably, only 3% of respondents in 2013 said they wouldn't make the trip or had no alternative, vs. 19% of respondents in 2006.

	2013	2006
Base – All Respondents	9449	13718
	(%)	(%)
Carpool/get dropped off	31	31
Walk	29	12
Bike	23	14
Drive alone and park	22	21
None/wouldn't make trip	3	19
Paratransit	2	2
Other (unspecified)	1	1
Don't know	1	-
Taxi/cab	1	-
Caltrain	1	-

[End of Report]